

HPMKT trend recap

SPRING 2026

01. AESTHETICS

02. FINISHES

03. COLOR
STORIES

04. MATERIALS
& TEXTURES

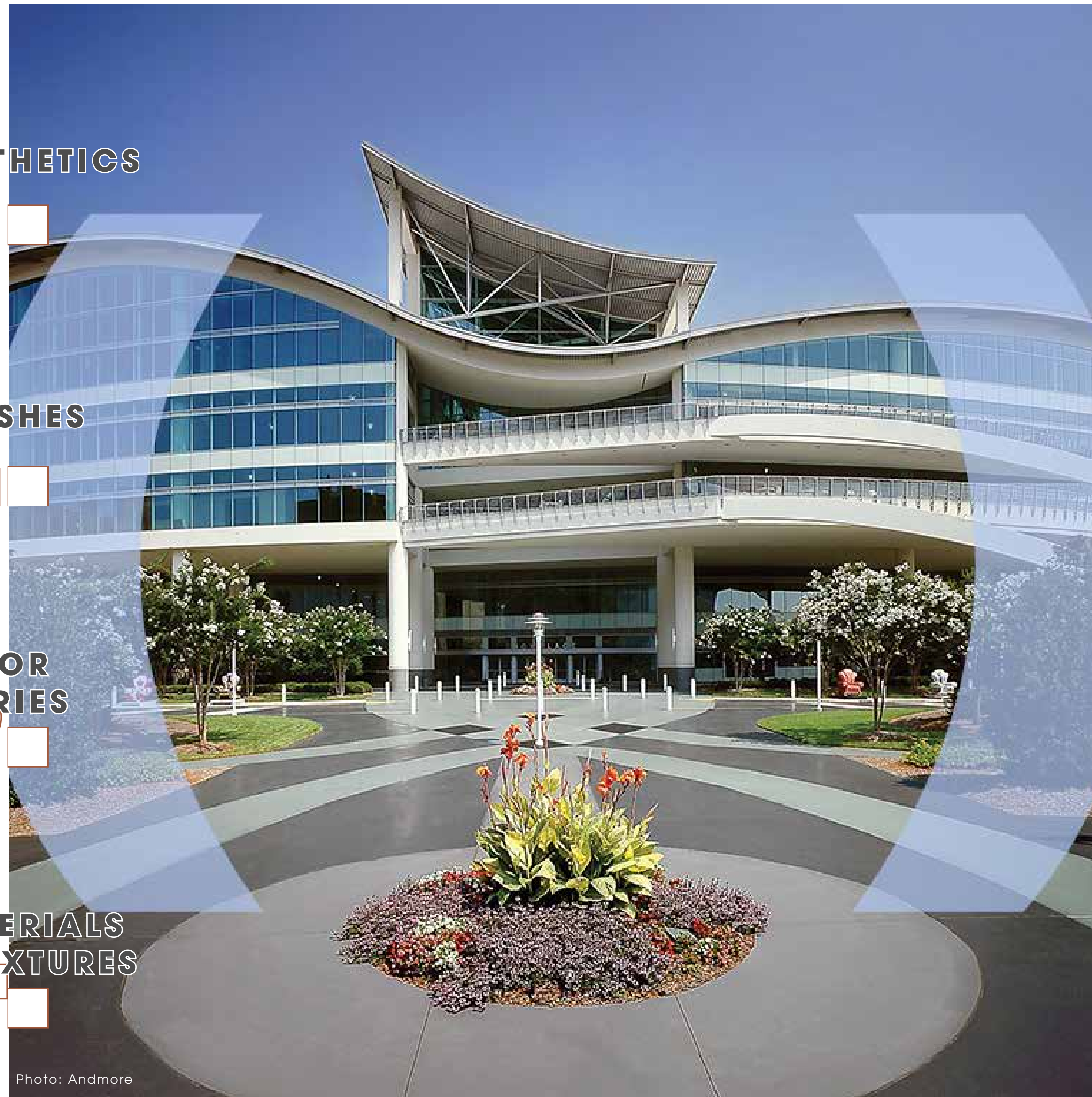


Photo: Andmore

NOTES FROM MARKET

High Point Market continues to reflect an industry in thoughtful transition—one focused on refinement rather than reinvention. While this season’s market felt largely consistent with last October in overall energy, results were positive, signaling stability and confidence amid ongoing economic and tariff-related uncertainty.



From a color and design perspective, the market revealed strong alignment around macro aesthetic shifts that emphasize longevity, versatility, and material authenticity. Across categories, design decisions favored balance over extremes, with softened finishes, warmed palettes, and an increased focus on depth, tactility, and craftsmanship.

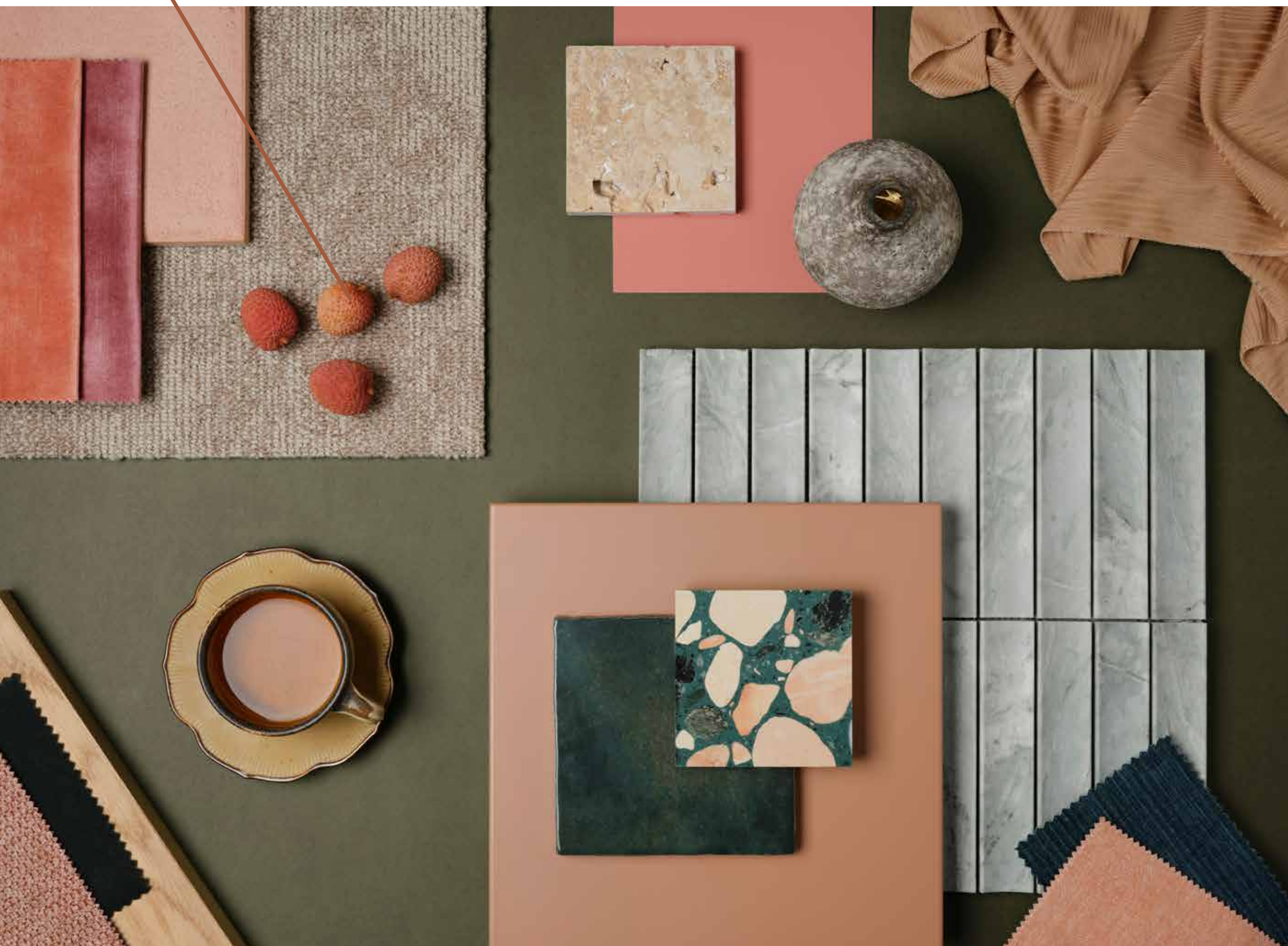
This season also marked a notable evolution in High Point’s scope. Long centered on furnishings, the market is increasingly emerging as a holistic interior design destination, with expanded presence from kitchen, bath, flooring, and stone manufacturers. This broader representation reflects how design professionals are sourcing inspiration today.

This trend recap highlights the key themes shaping the market, from overarching aesthetics to nuanced shifts in color, finish, material, and texture—providing insight to support confident design decisions in the year ahead.

Melissa Eurillo

Melissa Eurillo
Asst. Marketing Manager of Color & Design
Sherwin-Williams Industrial Wood DesignHouse





01. AESTHETICS

Spring 2026

1. *Neutral Maximalism*
2. *New Traditional*
3. *Palm Coast*
4. *Playful Forms*

AESTHETICS

NEURTAL MAXIMALISM

This aesthetic redefines maximalism through a quieter lens. Instead of vivid color, it builds richness through layered neutrals, nuanced tones, and tactile contrast. Warm ivories, smoky taupes, deep charcoals, and earthy browns create a calming foundation, allowing pattern, texture, and art to take center stage without overwhelming the space.



Abner Henry x Nikki Levy



Jonathan Charles



Vanguard



Sagebrook Home

It's maximalism that whispers instead of shouts, resulting in spaces that feel deeply personal and balances expressive design with enduring calm, rewarding those who look closer.

AESTHETICS

NEURTAL
MAXIMALISM

The boldness of neutral maximalism doesn't come from any single hero piece, it emerges through intentionally layering and unexpected pairings. Products are often deceptively quiet on their own but together, they create depth, tactility, and visual abundance.

This aesthetic relies on mixing finishes and materials to build richness without relying on color saturation.



Alfredo Paredes // Lucas Bench



Phillips Collection // Pebble Petrified Mirror



Visual Comfort // Crue Table Lamp



Four Hands // Morley Sideboard



Made Goods // Osmond Tray Set



Baker // Sussex Lounge Chair

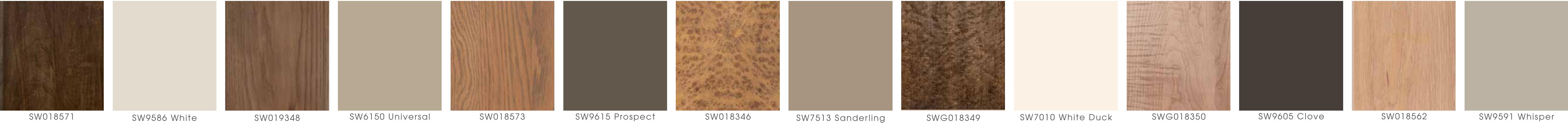


Teracea // Mara Side Table



Gabby // Zuma Dining Table

THE NEUTRAL MAXIMALISM PALETTE



AESTHETICS

NEW TRADITIONAL

The New Traditional design aesthetic is one that continues to grow as consumers move past fast fashion trends and look for products rooted in craft and spaces grounded in nostalgia. This style reimagines the classics through a modern lens. It blends time-honored materials and silhouettes with fresh colors, unexpected pairings, and updated proportions.



Bernhardt // Dilworth Collection



Baker Furniture // Tufted Bed



Theodore Alexander // Dining Collection



Fairfield // Everett Collection

Eclectic yet intentional, this style honors the past while embracing the present—resulting in interiors that are layered, personal, and enduringly timeless.

AESTHETICS

NEW TRADITIONAL

These spaces strike a careful balance between sophistication and livability. While rooted in classic design principles, they feel welcoming rather than formal. A rich, restorative palette of deep hues and nuanced finishes brings warmth and depth, creating rooms that feel grounding and intimate.

This aesthetic relies on expressive wood veneers like mahogany and walnut, that add character and soul.



Revelations // Put You On A Pedestal Game Table



Currey & Co. // Woodcroft Chandelier



Villa & House // Vienna Bench



Sherrill Occasional // Melrose Console Table



Jamie Young Company // Keystone Mirror



Wesley Hall // Clary Chair



Jonathan Charles // Orsman Accent Chest



Theodore Alexander // Tomaso Bed

THE NEW TRADITIONAL PALETTE



AESTHETICS

PALM COAST

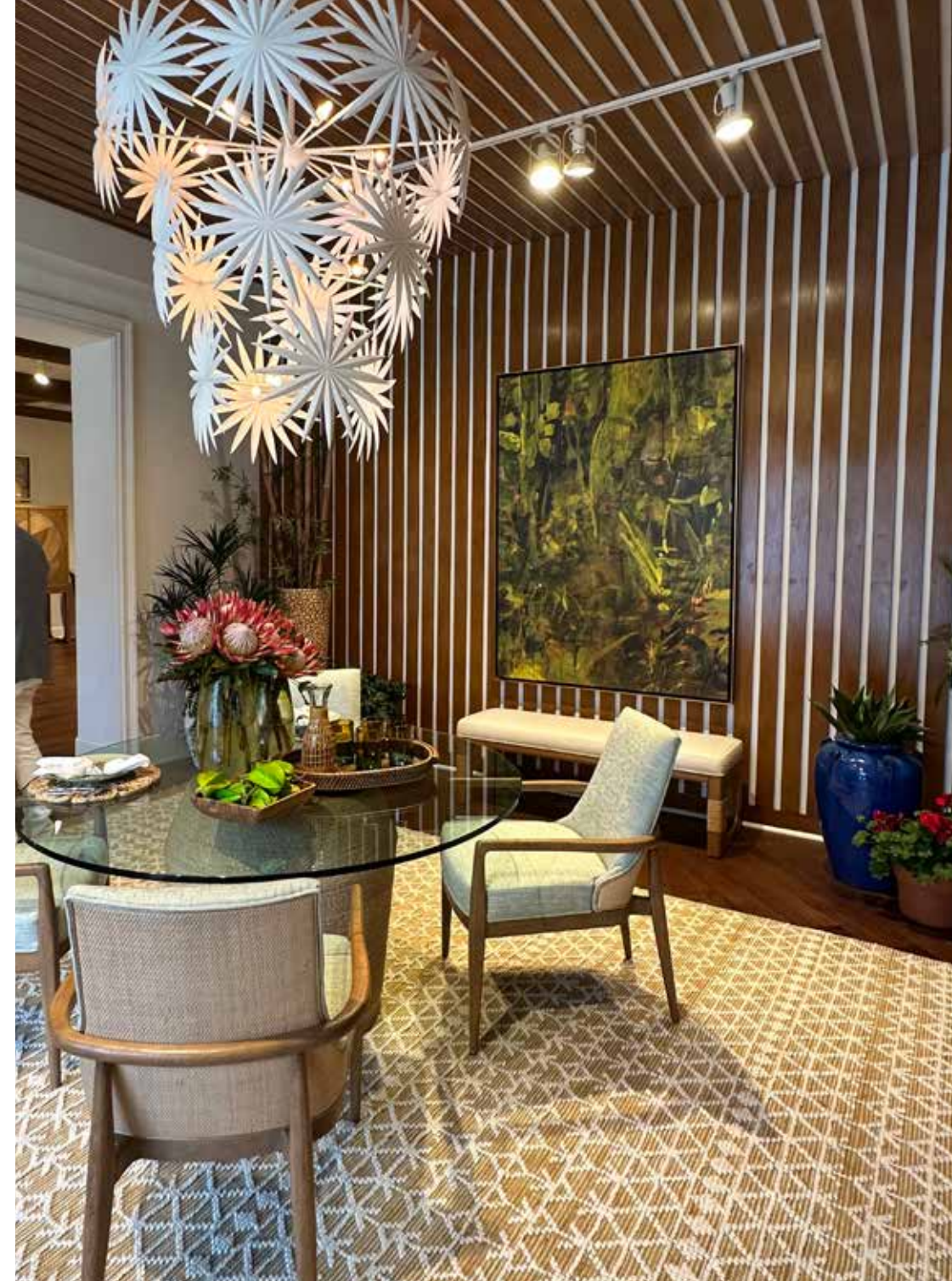
This coastal West Indies-inspired interior aesthetic is rooted in relaxed elegance and sensory escape. Gaining popularity through a desire for escapism and wellness-driven living, this style prioritizes calm and comfort, crafting environments that invite slowing down, restoring the senses, and living at an unhurried coastal pace.



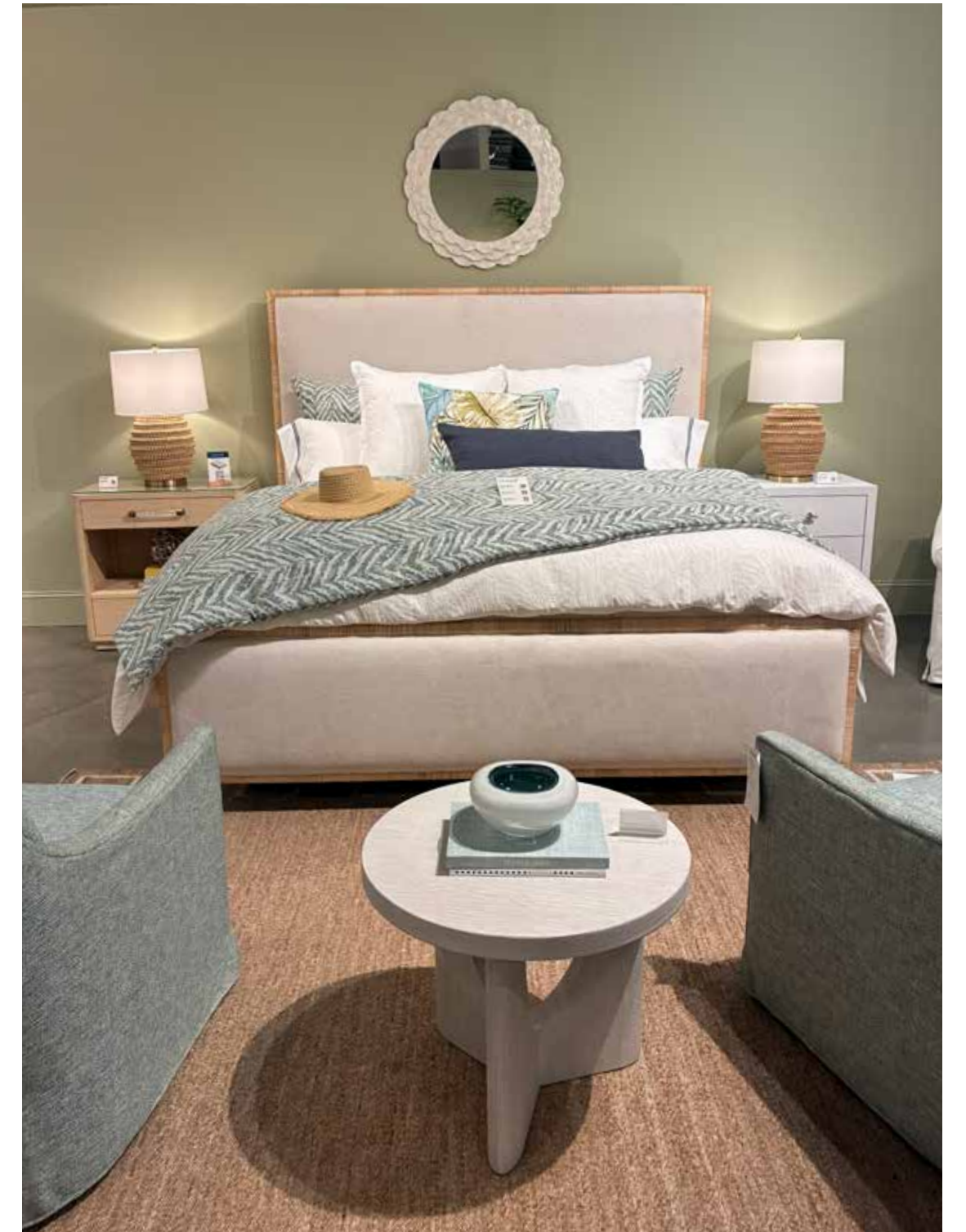
ART Furniture // Marina Collection



Eichholtz // Grand Avenue Modular Sofa



Lexington x Tommy Bahama // Grand Bahama Collection



Hooker Furniture // Margaritaville Living Collection

Focused on reconnection with the physical world, it creates homes that serve as emotional havens in an increasingly fast and complex society.

AESTHETICS

PALM COAST

Palm Coast’s foundation blends rich, timeworn woods with an organic color palette of mossy greens, weathered neutrals, and sun-tanned hues. Natural materials like bamboo, rattan, straw, and woven grasses take center stage, bringing a deeply tactile, handcrafted quality to each space.

This aesthetic relies on layered textures and earthy finishes create interiors that feel grounded, breezy, and unpretentious.



Jonathan Charles // Palm Court Writing Desk



Hooker x Margaritaville // Roatan Chest



Bernhardt // Kona Chair



Theodore Alexander // Orbis Cocktail Table



Jamie Young Co. // Anguilla Semi-Flush



Eichholtz // Cassara Mirror



Baker, The Terrapin’s Arm Chair



Gabby // Kaluna Accent Cabinet

THE PALM COAST PALETTE



AESTHETICS

PLAYFUL FORMS

This whimsical modern interior design aesthetic is centered on inviting moments of joy, wonder, and lightheartedness into the home while remaining thoughtful and refined. These spaces are carefully curated rather than chaotic, using playful silhouettes, unexpected color pairings, and tactile materials to spark delight in subtle, everyday ways.



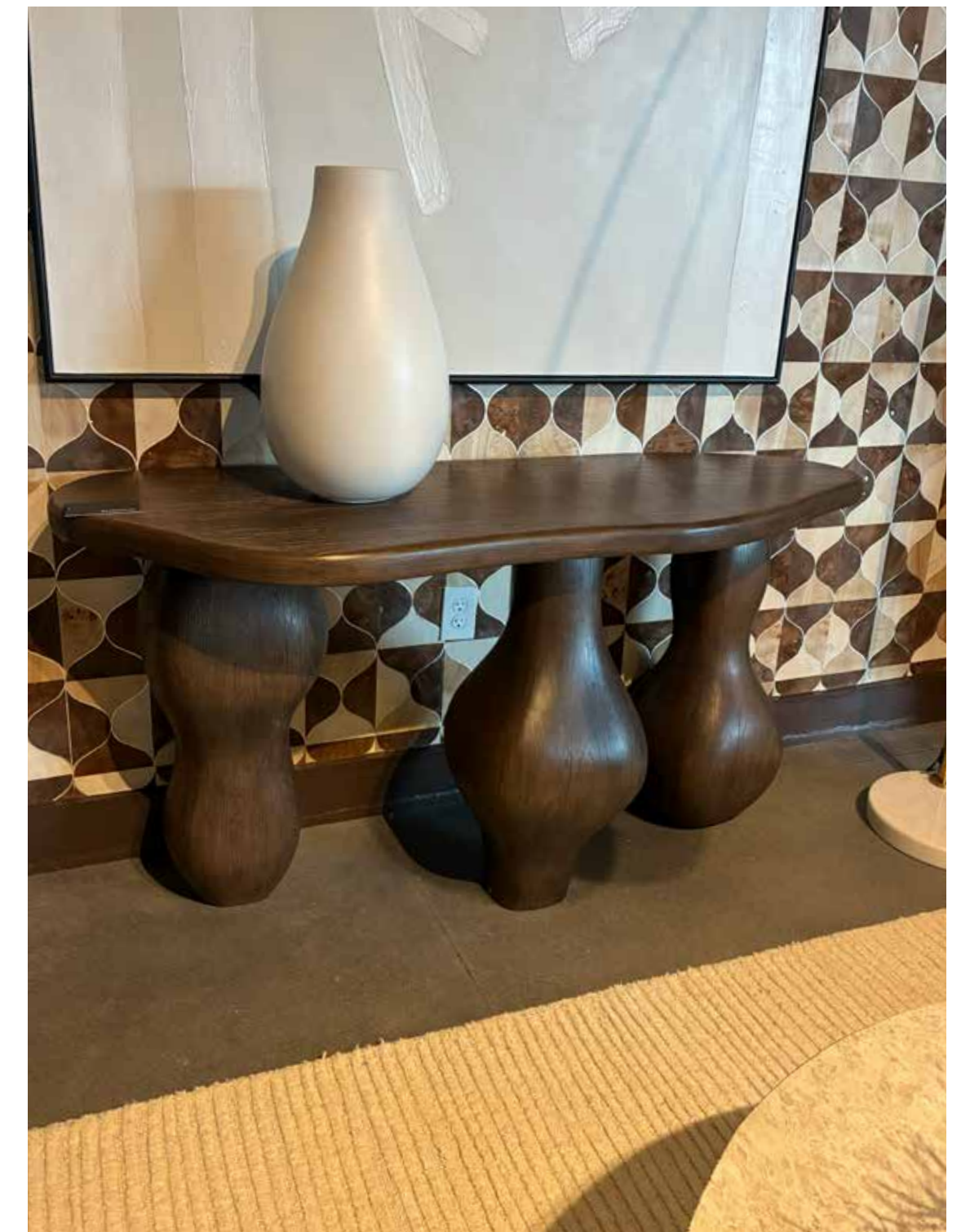
Gabby // Kaya Coffee Table



Noir // Enigma I Floor Lamp



Villa & House // York Dining Table



Sunpan // Ines Console Table

These whimsy designs offers a form of emotional resilience by creating accessible, everyday antidotes to stress that encourage optimism and creativity.

AESTHETICS

PLAYFUL FORMS

Sculptural furniture with softened edges, charming details, and expressive forms encourage a sense of curiosity, while cheerful hues, gentle contrasts, and imaginative accents create an atmosphere that feels emotionally uplifting.

The goal is not overt novelty, but small invitations to feel child-like again—to pause, smile, and reconnect with a sense of imagination within the rhythms of daily life.



Worlds Away // Lucian Round Dining Table



Pelacek // Allegro Side Table



Hickory Chair, Festonato Accent Table



Co.House Design // Mesa Bench



Eichholtz // Yardham Coffee Table



Bramble, Chloe Bed



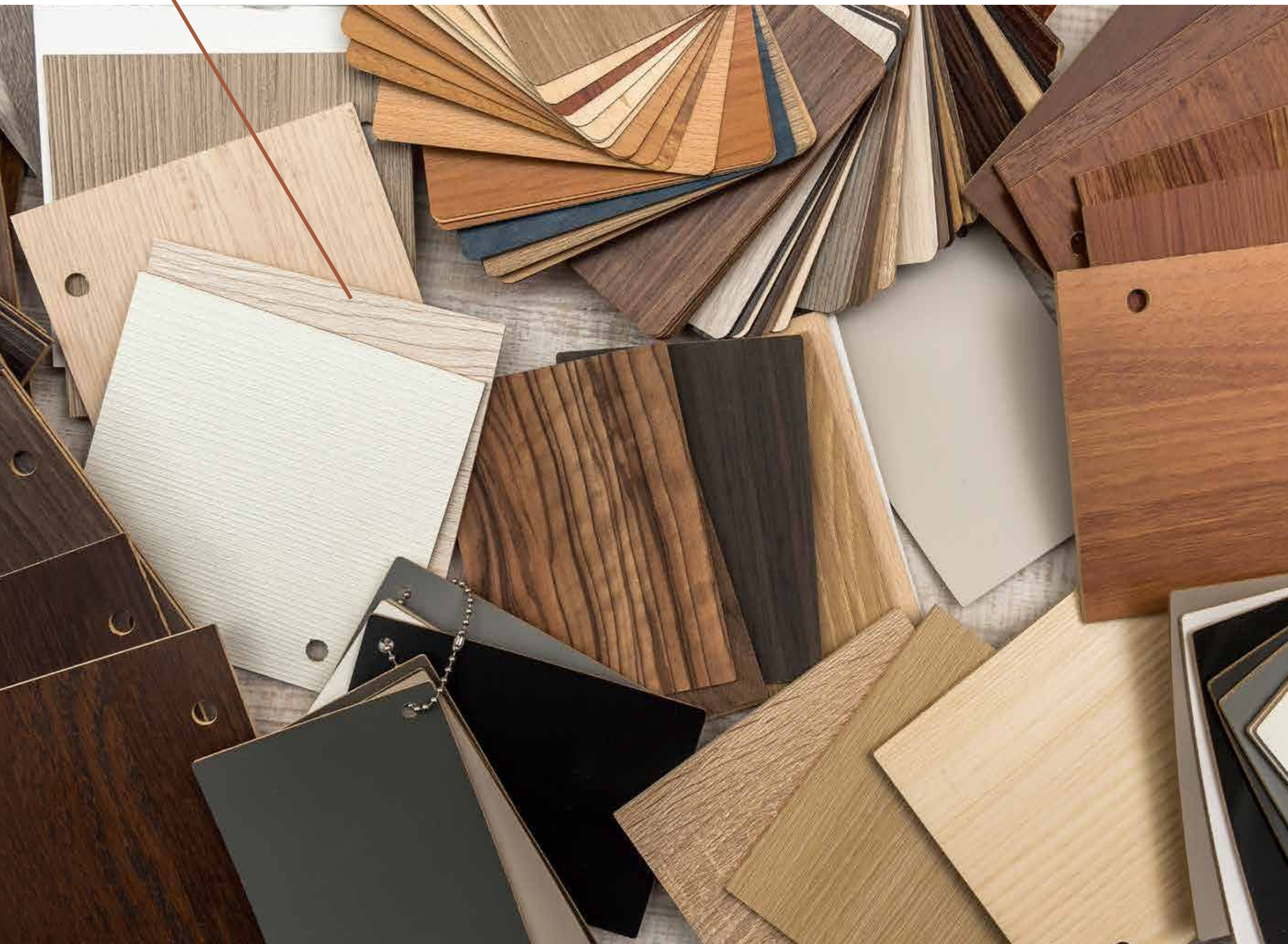
Interlude Home, Holden Counter Stool



Jonathan Charles x William Yeoward // Ampney Dining Bench

THE PLAYFUL PALETTE





02. FINISHES **Spring 2026**

- 1. Light Stains**
- 2. Mid-Tone Stains**
- 3. Dark Stains**
- 4. Green Stains**

FINISHES

LIGHT STAINS

Light stain finishes have become indispensable tools in today’s interiors. They offer a nuanced warmth that feels intentional, bringing visual clarity, softness, and emotional ease to a space. This means treating light finishes as a material-first strategy, not simply a color direction, making wood species selection, veneer quality, and core materials critical design decisions.



Hooker x Margaritaville // Duval Dining Table



Universal // Velora Collection



Sagebrook Home // Colmar Fluted Wood Sideboard



Bernhardt // Asana Collection

OUR FAVORITE LIGHT STAINS



SWG018865



SWG019152



SWG018519



SWG017126



SWG018785



SWG018795

FINISHES

MID-TONE STAINS

This finish range sits in a sweet spot—bridging light and dark in a way that maintains airiness without sacrificing richness. The infusion of earthy, adobe and clay-based undertones grounds the color story, making these hues adaptable across scales and settings. They perform equally well in expansive, light-filled environments and more intimate spaces where warmth and enclosure are key.



Hooker Furniture // Cashiers Collection



Regina Andrew // Fraya Occasional



Bernhardt // Dilworth Collection



Noir // Boylen Dining Table

OUR FAVORITE MID-TONE STAINS



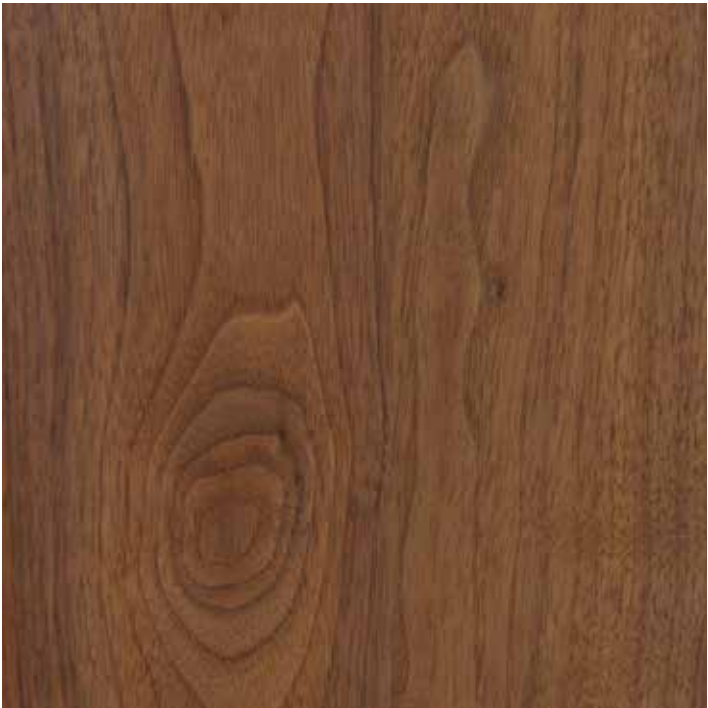
SWG019175



SWG019314



SWG019049



SWG019320



SWG018981



SWG018982

FINISHES

DARK STAINS

These deep, nuanced wood tones operate well beyond a flat or monolithic black. They are layered and dimensional, revealing quiet undertones of brown, red, or yellow that shift with light and angle, while still allowing the natural wood grain to emerge. This transparency is key—it preserves material integrity and adds visual depth rather than obscuring it.



Baker // Jensen Collection



Artistica // Andare Collection



Fairfield // Monogram Westwood Collection



Ethnicraft // Stairs Cupboard

OUR FAVORITE DARK STAINS



SWG019158



SWG018907



SWG018980



SWG016572



SWG018886



SWG019135

FINISHES

GREEN STAINS

Green is emerging as a quietly powerful direction in wood stains—one that speaks directly to the growing influence of biophilic design. Moss and sage greens, in particular, are being embraced for their ability to feel calming and restorative while still adding complexity to the surface, offering an opportunity to introduce color in a way that remains sophisticated and natural.



Villa & House // Callie Accent Table



Wesley Hall Showroom // Kindel Furniture's Constant Credenza



Worlds Away // Roderick Chest



Abner Henry x Helen Bergin // Emmy Table

OUR FAVORITE GREEN STAINS



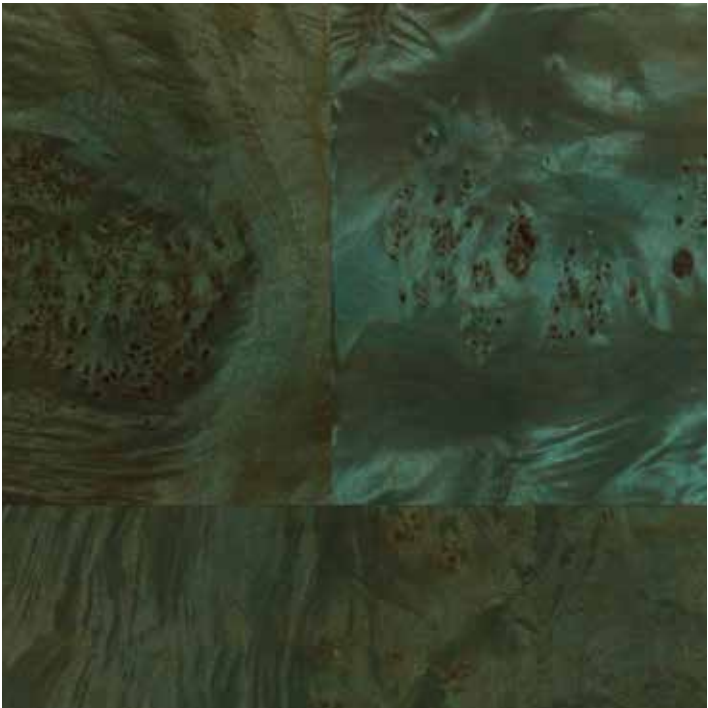
SWG016574



SWG018253



SWG019217



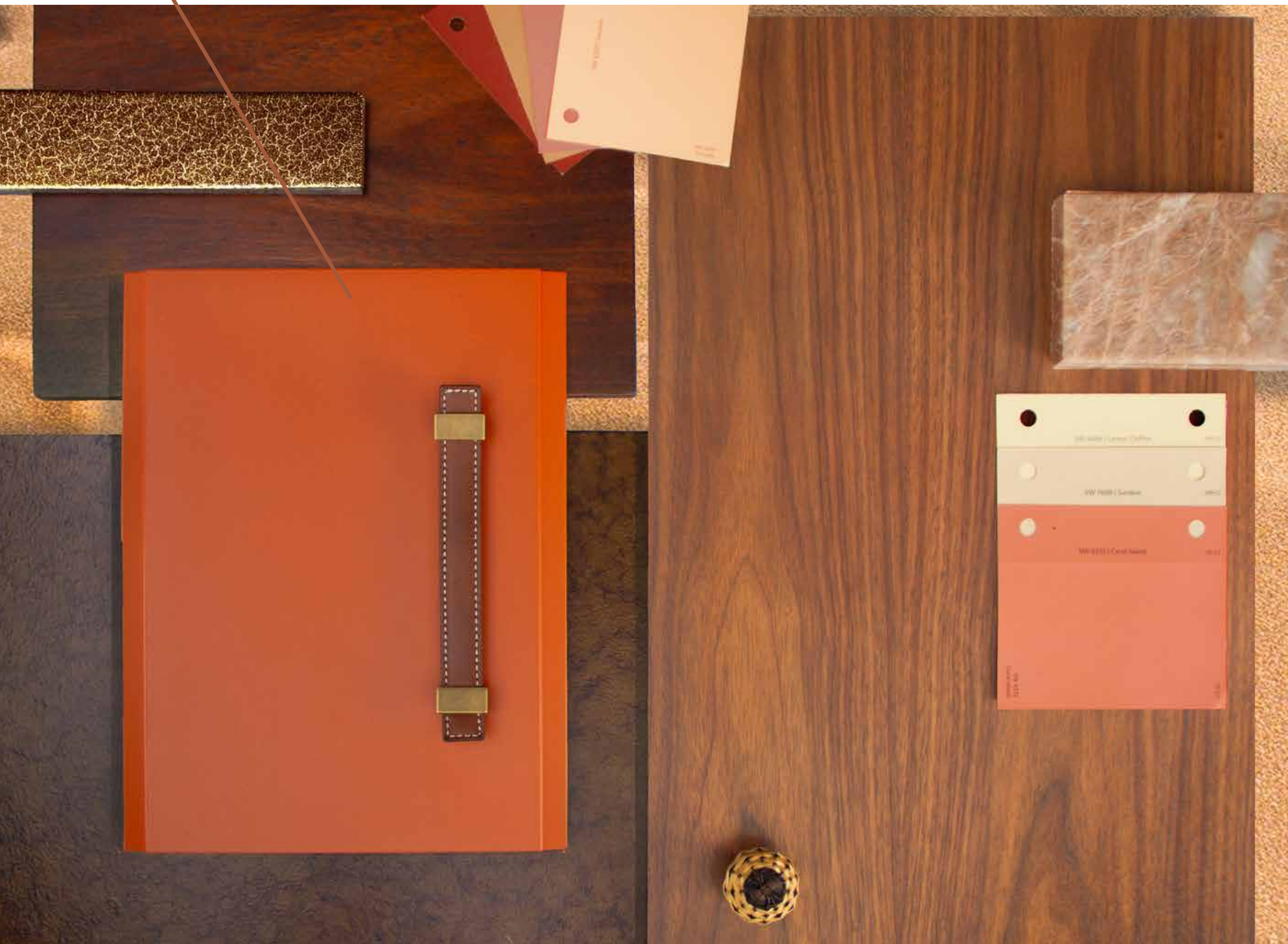
SWG07049



SWG09346



SWG016978



03. COLOR STOREIS

Spring 2026

- 1. The Golden Hour***
- 2. Mossy Forest***
- 3. Nuanced Neutrals***
- 4. Sea Garden***

COLOR STORIES

THE GOLDEN HOUR

From a color lens, we’re seeing a clear gravitation toward earthy orange and golden brown palettes—a movement rooted in warmth, tactility, and emotional comfort. When thoughtfully paired, these colors cocoon a space—adding visual weight, softness, and a sense of quiet luxury. These hues carry a softened glow rather than a sharp intensity, allowing spaces to feel enveloping rather than overpowering.



GET THE LOOK



COLOR STORIES

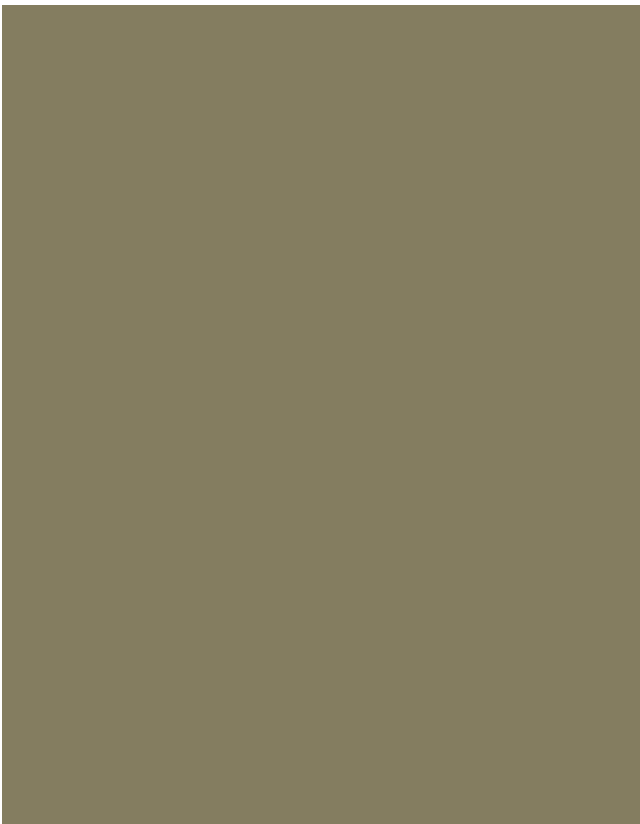
MOSSY FOREST

GET THE LOOK

Mossy green palettes are emerging as a sophisticated anchor in interiors, reflecting a broader return to earth-driven design. Shades like sage and olive feel inherently balanced, as they are soft enough to calm a space, yet complex enough to hold visual interest. Their versatility lies in how effortlessly they pair with mid-tone browns, whether warm or cooler based hues.



SWG018910



SW7734 Olive Grove



SWG016509



SW6181 Secret Garden



SWG017079



SW6167 Garden Gate



Jonathan Charles



Baker



Vanguard



Bernhardt



Theodore Alexander



ART Furniture



Fairfield



Uttermost Outdoor

COLOR STORIES

NUANCED
NEUTRALS

Neutrals are increasingly defining today’s most enduring interiors. These are not flat beiges or stark grays, but softly complex tones including warm stone, mushroom, and mineral-infused off-whites. When paired with dark wood stains, these neutrals become especially powerful. The contrast is softened rather than high-impact, allowing the richness of the wood to read as intentional and refined instead of heavy or abrupt.



Hooker



Fairfield



Sagebrook Home



Kember Interiors



Classic Home



Teracea



Bernhardt



Gabby

GET THE LOOK



SWG016639



SW9587 Mushroom



SWG018824



SW9507 Cream and Sugar



SWG018973



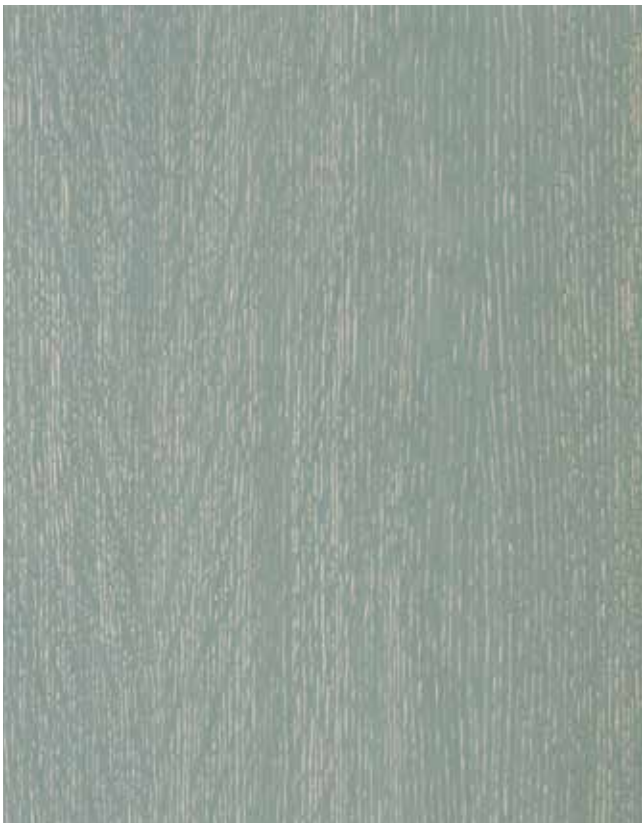
SW9618 Woodbridge

COLOR STORIES

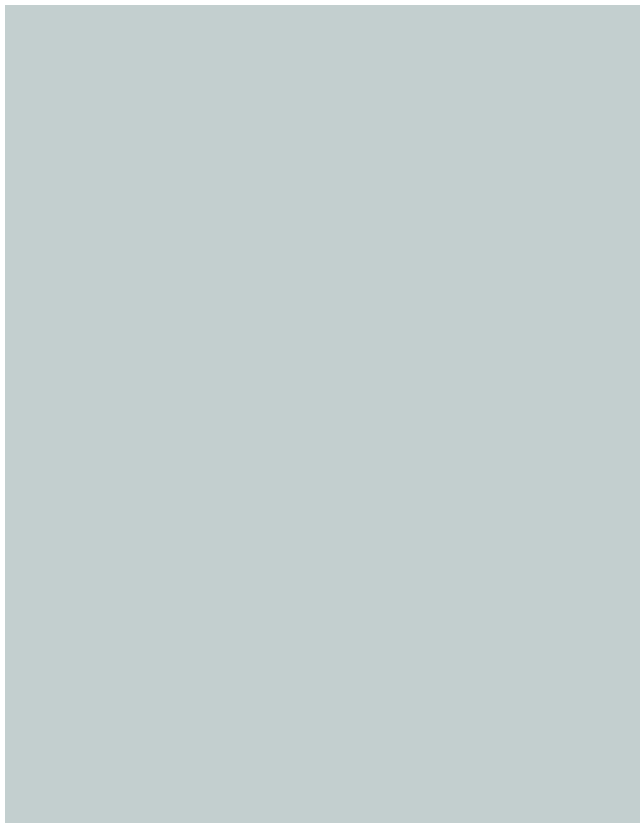
SEA GARDEN

Watery greens and blues are gaining traction as designers look to create interiors that feel calm, breathable, and serene. Hues like seafoam, celadon, soft aqua, and misted blue carry a quiet fluidity, reflecting light to introduce a sense of openness without feeling cool or detached. These tones borrow from coastal and atmospheric references, evoking water, sky, and gentle movement rather than saturated color statements.

GET THE LOOK



SWG018853



SW6218 Tradewind



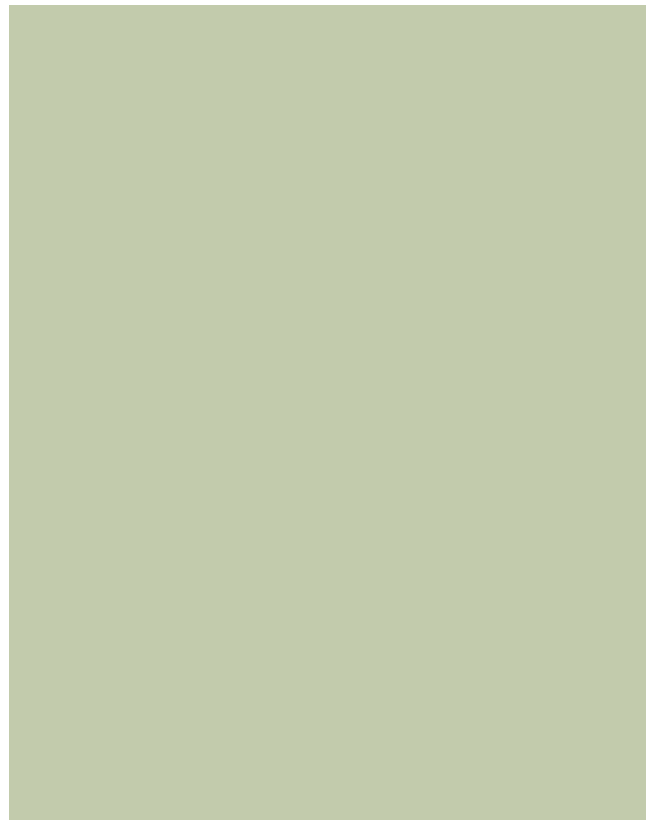
SWG019065



SW9658 Fresh Eucalyptus

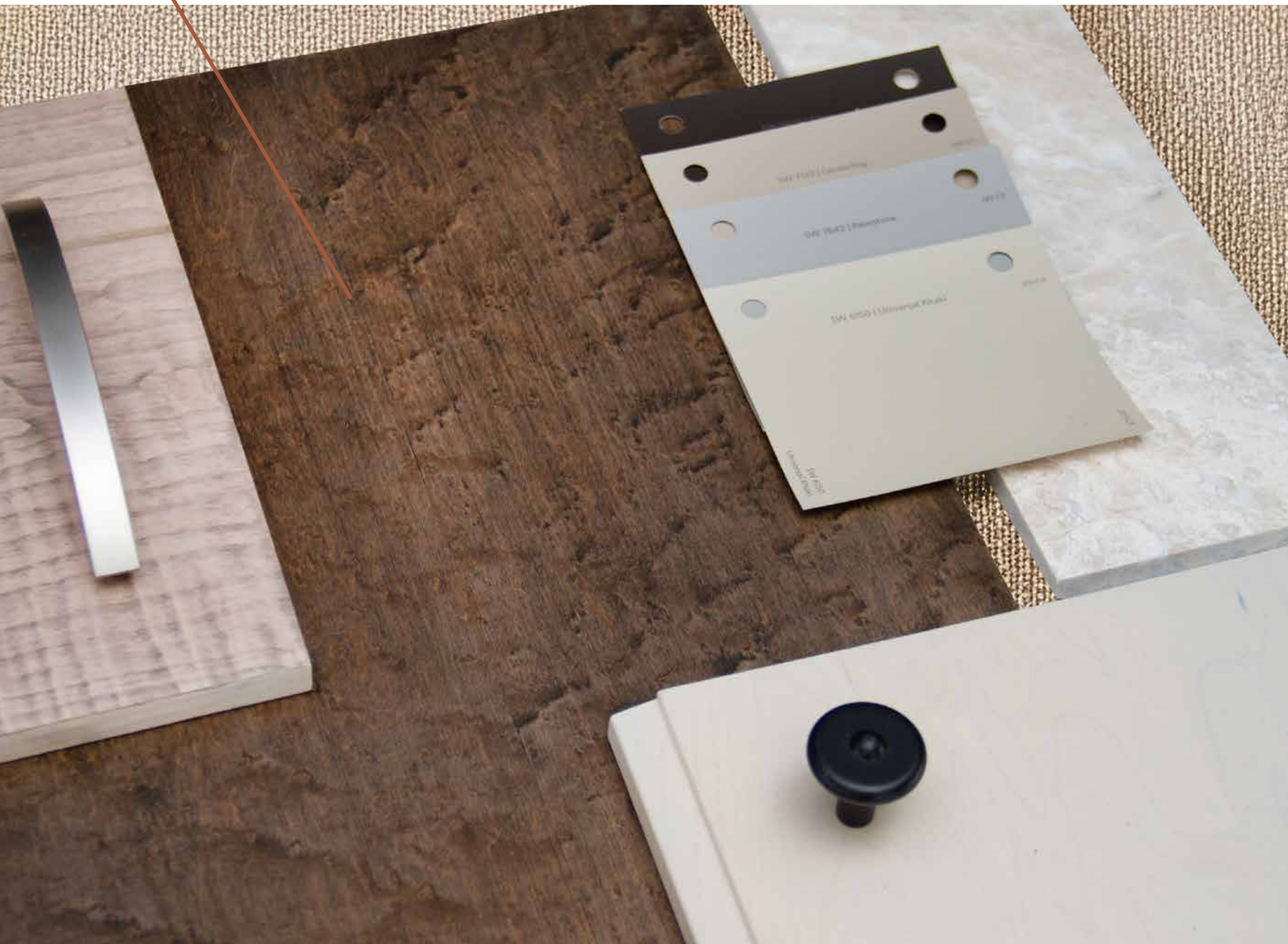


SWG016379



SW9673 Valleyview





03. MATERIALS & TEXTURES

Spring 2026

1. Tropical Woods
2. Olive Ash Burl
3. Marquetry
4. Tactile Details

MATERIALS & TEXTURES



Phillips Collection // Chamcha Wood



Palmetto Home // Figured Mango



Revelations // Okoume



Porter Designs // Sheesham

TROPICAL WOODS

Tropical woods are emerging as a compelling substrate story, offering richer storytelling alongside the authenticity consumers increasingly expect. Species such as mango, okoume, and sheesham bring distinctive grain patterns, tonal variation, and natural movement that immediately differentiate a piece from more common wood selections. They answer the growing demand for materials that feel rooted in nature and elevate material palettes, feeling crafted rather than manufactured.

MATERIALS & TEXTURES



Vanguard // Dining Table



Hooker // Archives Nightstand



Modern History // Serpentine Console



Jonathan Charles // Winsland Chest

OLIVE ASH BURL

Olive ash burl emerged as a clear standout at market, signaling a growing appetite for woods that offer visual intrigue and richness beyond traditional veneer stories. This material is defined by its dramatic figuring, featuring swirling grain patterns, tonal variation, and organic movement that feel inherently expressive and one-of-a-kind. It's this animated grain that creates motion across surfaces, adding depth without relying on color contrast or excessive ornamentation, bringing an elevated layer of visual texture and fluidity to furniture pieces.

MATERIALS & TEXTURES



Sherrill Occasional // Romi Nesting Tables



Eichholtz // Ashbury Coffee Table



Jonathan Charles // Montclair Console Table

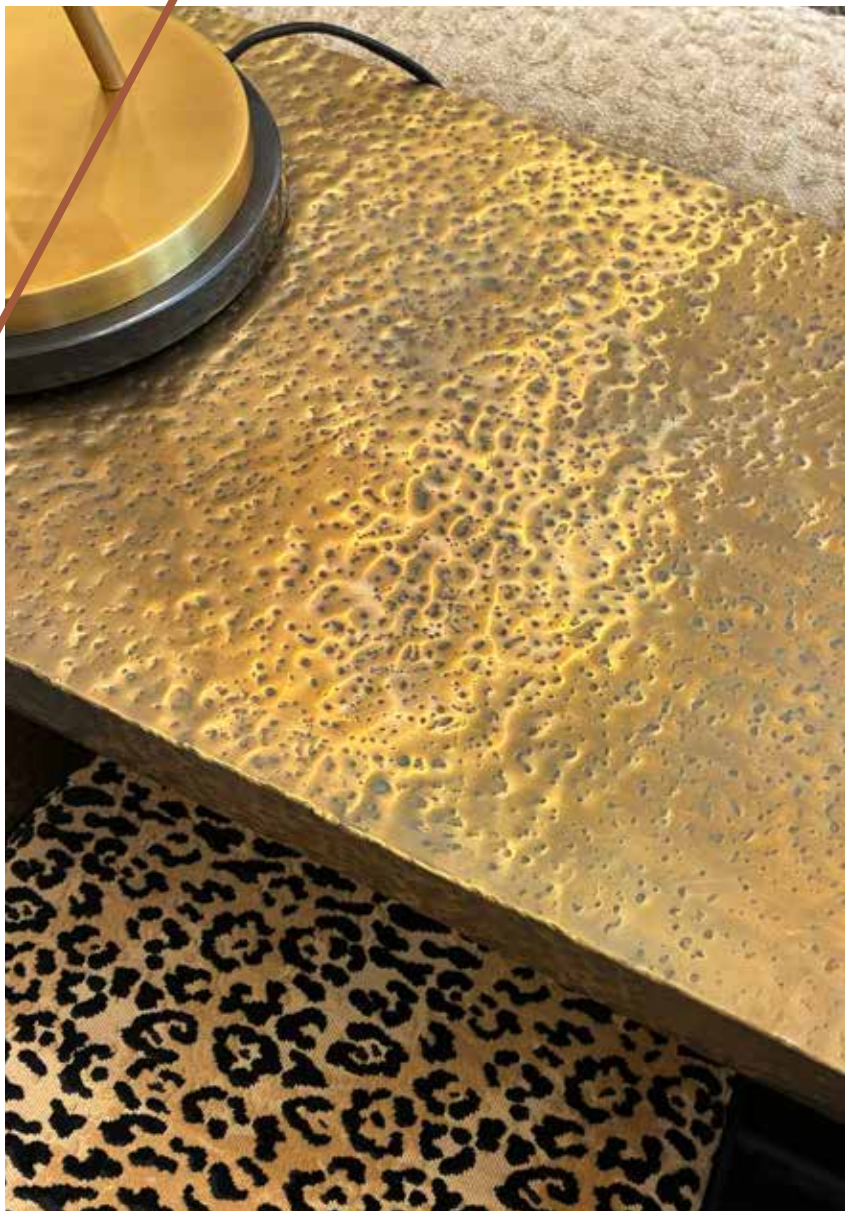


Hooker x Margaritaville // Compass Point Occasional

MARQUETRY

Wood veneer patterns are being thoughtfully reimagined to introduce movement and expression into furniture surfaces. Designs are layering grains in unexpected directions—shifting away from linearity toward geometric, abstract, and asymmetrical compositions that create rhythm and visual depth. This approach transforms flat planes into sculptural moments, where the veneer itself becomes part of the design narrative. These techniques signal a meaningful evolution where craftsmanship meets contemporary artistry, elevating designs from something static into something captivating.

MATERIALS & TEXTURES



Eichholtz // Hammered Metals



Gabby // Chiseled Wood



Bernhardt // Eyelash Boucle



Villa & House // Grasscloth

TACTILE DETIALS

Visual texture has become a critical design layer, driven by a growing consumer desire for pieces that feel tactile, expressive, and distinctly crafted. Texture now functions as a form of storytelling, adding depth and differentiation without relying on overt color or pattern. Materials like grasscloth and eyelash boucle create dimensional sensory richness, while metals and woods finished with chiseled, hammered, or carved techniques offer contrast and weight. This emphasis on texture is about creating moments of discovery—details that reveal themselves through touch.



For more information about the DesignHouse, please visit: wood.sherwin-williams.com

To download our latest color forecast, the 2026 Industrial Wood Colormix®, click [here](#).

Feeling inspired? Visit our [Virtual Panel Studio](#) to discover more finishes and trending color palettes!

Due to the color variances of digital devices, colors shown approximately as closely as possible to the actual stain colors.